

Brand Analysis & Proposal.

Democratizing the industry for
a **new audience**



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Brief.

How might we extend Glossier.'s mission of democratizing beauty by normalizing self-care for men?

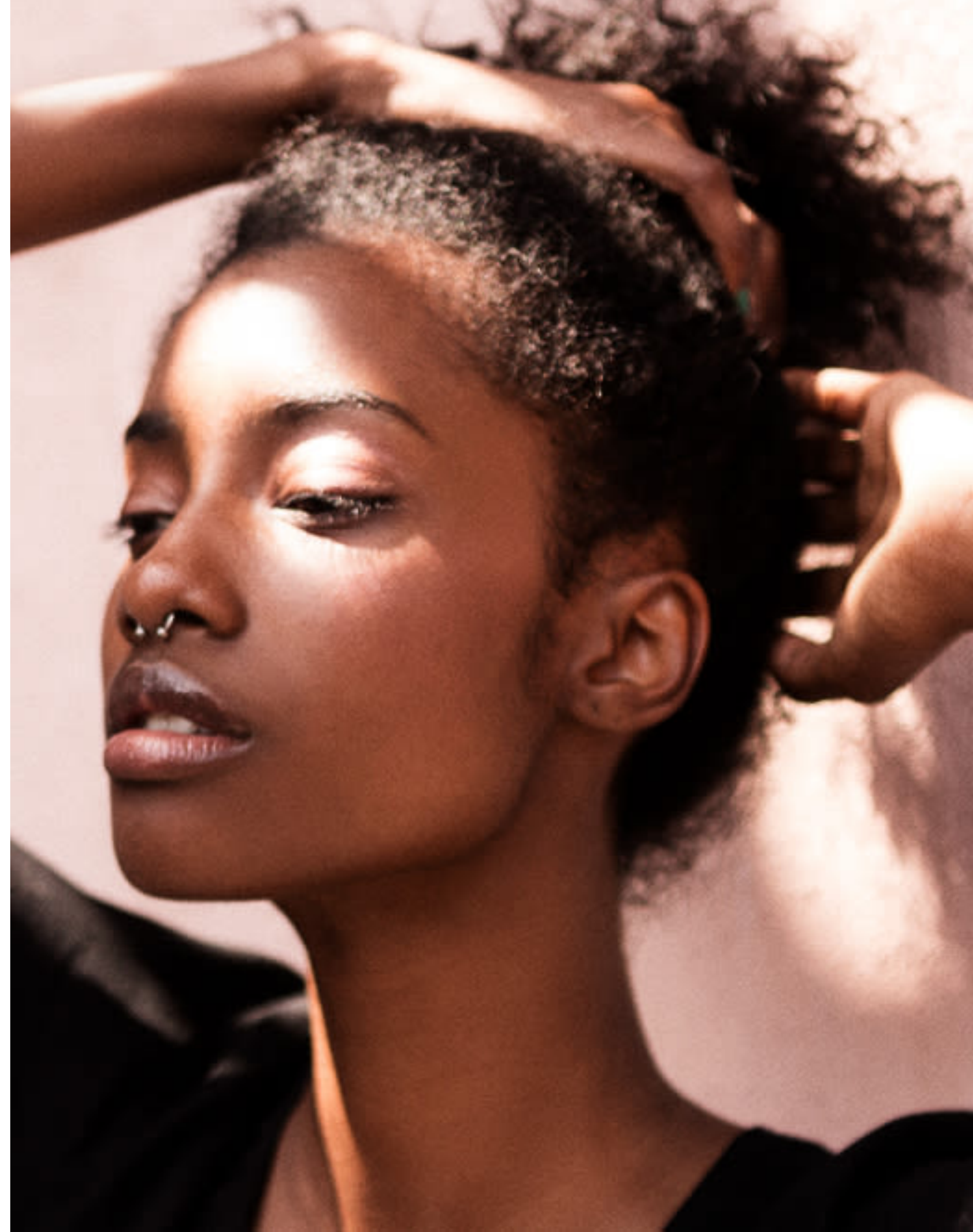
Glossier. At A Glance.

Glossier. has revolutionized the way women think about beauty and self-care, putting ***natural ahead of glamour.***

Rather than creating an unattainable brand image, they have democratized the beauty industry by ***including the customer*** in their process.

Everyone is on equal grounds, making average the new exclusive. By directly interacting with customers and acting upon their feedback, the flawed beauty paradigm is crumbling.

As the beauty industry changes for women, a new opportunity arises for their male counterparts. ***What Glossier. has done for women can also be done for men.***



A New Target Audience.

***Inclusivity is one of Glossier.'s core values.
2021 is the year to extend Glossier.'s brand
reach to a new male audience.***

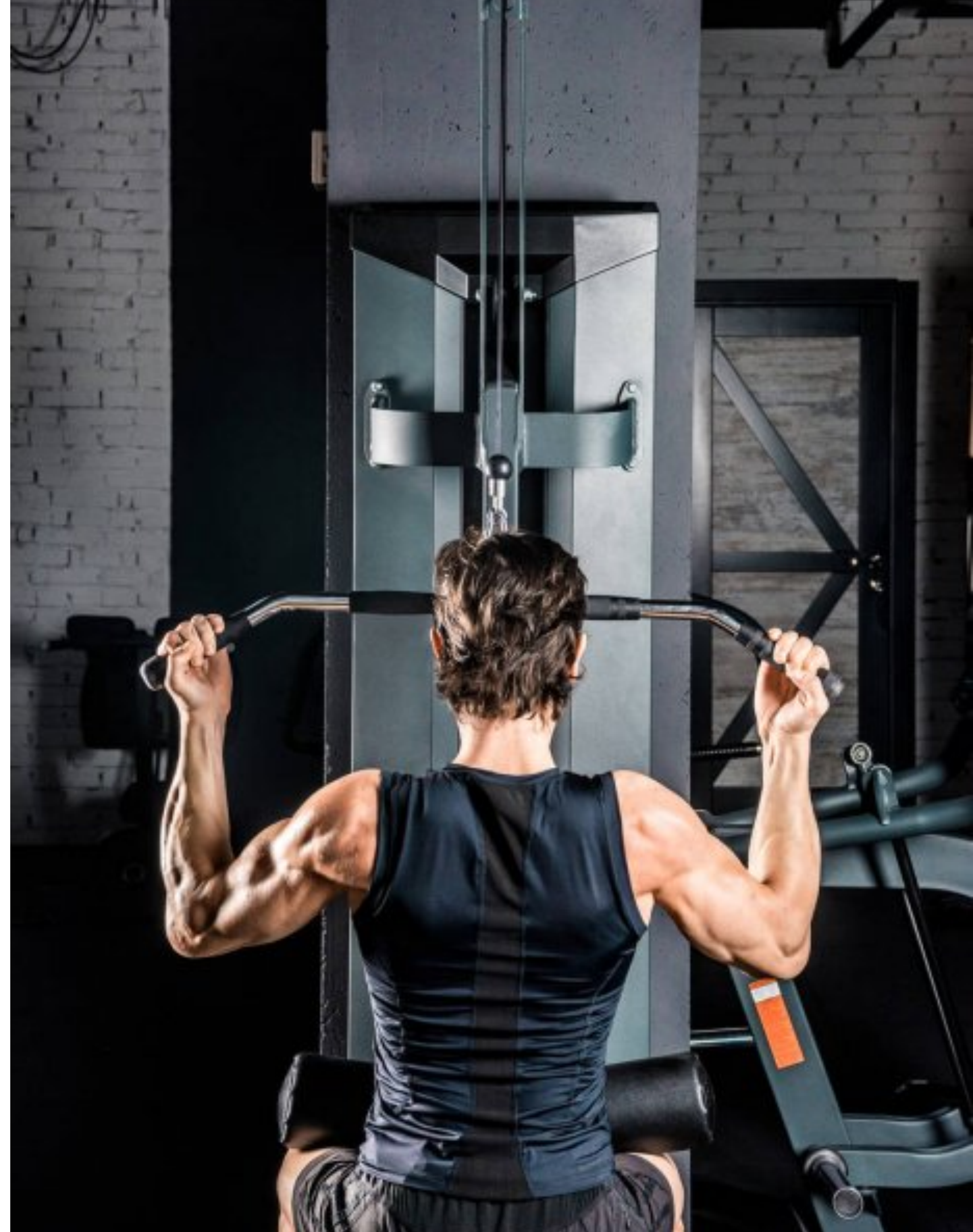
Erasing the Stigma.

We live in an evolving world where the definition of masculinity is changing. Masculinity isn't exclusive to big muscles or hot rods anymore.

However, the millennial generation is still experiencing the lingering effects of traditionalized toxic masculinity.

Studies show that men actually enjoy indulging in skincare & cosmetics but still decide to keep it a secret.

This new brand should promote the good values of masculinity: ***action, ownership, accountability, honesty and the ability to make difficult decisions.***



Target Audience.

Demographics.

- Young adults, millennial men
- Ages 15 - 35 years old
- Has some disposable income

Behaviors.

- Highly active on social media
- Values their “look” and “aesthetic”
- Shops online frequently
- Looks for the best deal

Meet Daniel.

Meet Ethan.

Meet Jason.

Meet Luis.

For the Student.

Their needs.

Luis and Ethan are new to skincare but are on a budget. They'll need products that are ***affordable*** and ***educational***.

How we'll win them over.

We meet them on campus and create an ambassador program. We'll make a social media guidebook and an informative blog.

As our brand grows by word-of-mouth around campus, we'll continue to develop new content and products that integrate into their busy student lifestyle.



Meet Luis.

"I'm 15 and struggling with acne. I want my skin to clear up, but I'm afraid my friends will make fun of me. How can I get started while still being cool?"



Meet Ethan.

"I'm 22 and still struggle with inconsistent skin, but I want to be more presentable for my first professional job. Something quick, effective and affordable is perfect for me."

For the Urban Professional.

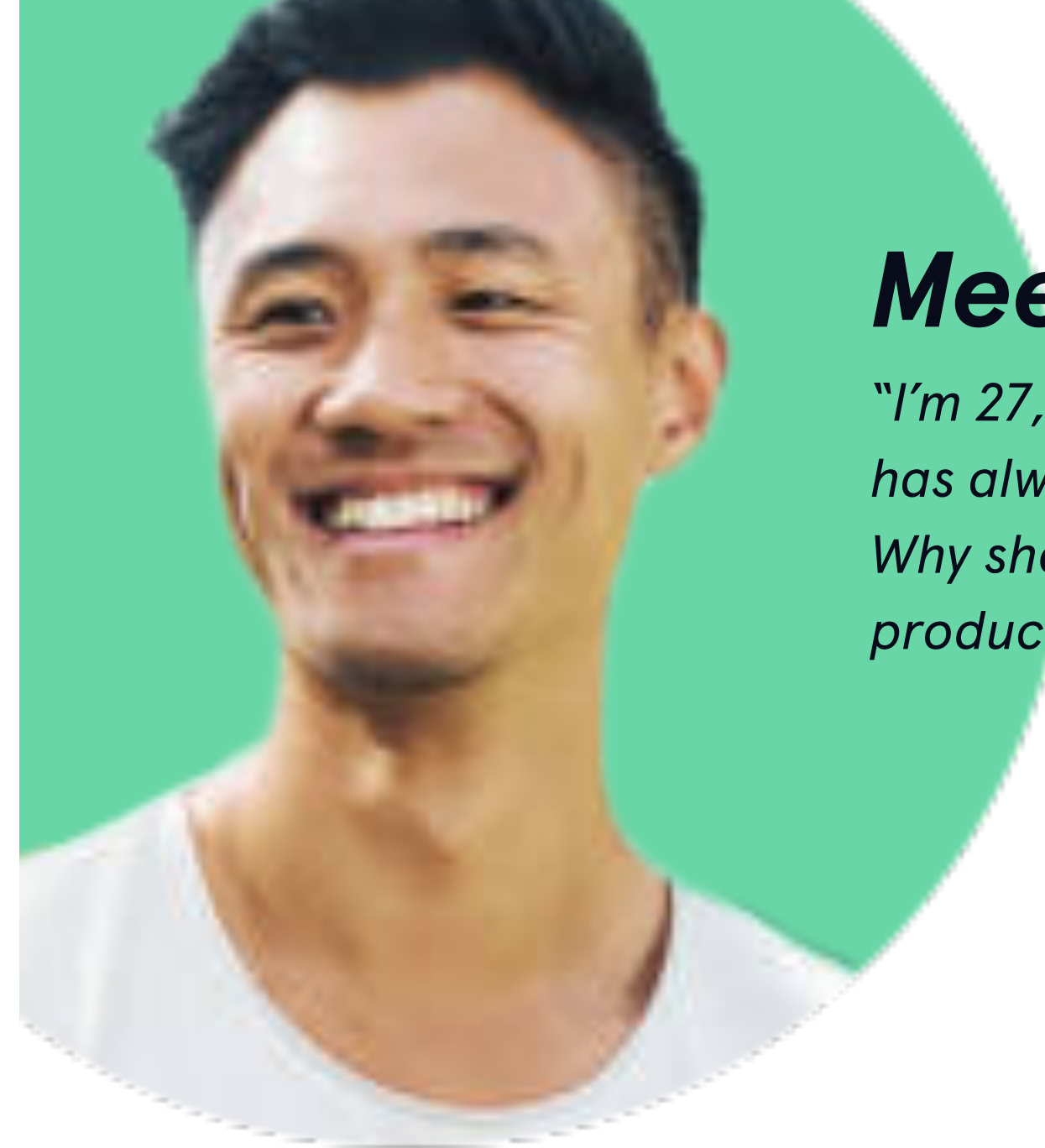
Their needs.

Daniel and Jason have already been introduced to skincare for men, but they are looking for a change. There are a number of variables they're considering including: brand, price and personalization.

How we'll win them over.

We meet them through their network including their co-workers, friends or significant others. We can sponsor their company's mixers and give them trial kits.

Our brand becomes a ***one-stop shop*** for all of their skincare needs. A new ***mix-and-match*** service lets Daniel and Jason create a personalized skincare routine.



Meet Daniel.

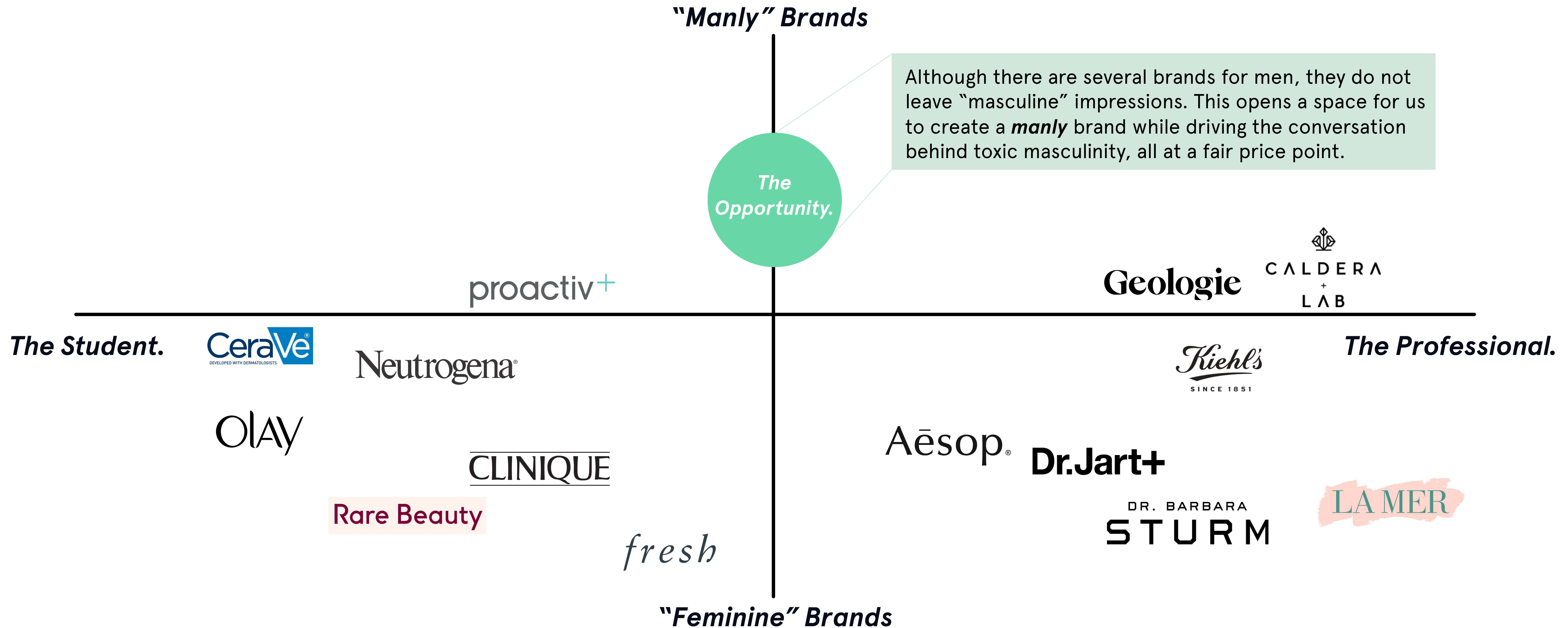
"I'm 27, and as an Asian American, skincare has always been an important part of my life. Why should I switch from my current products?"



Meet Jason.

"I'm 35, and at my age, fine lines are starting to appear here and there. I want good products that will give me long-lasting results. Price is an after-thought."

Where are they shopping now?

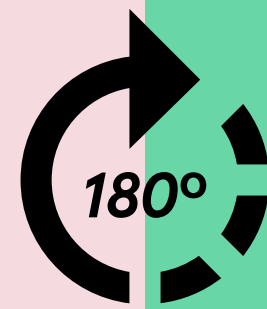




The Brother Brand.

G

Glossier.



D

Dappier.

Brand Values

Take **action.**

Seek **ownership.**

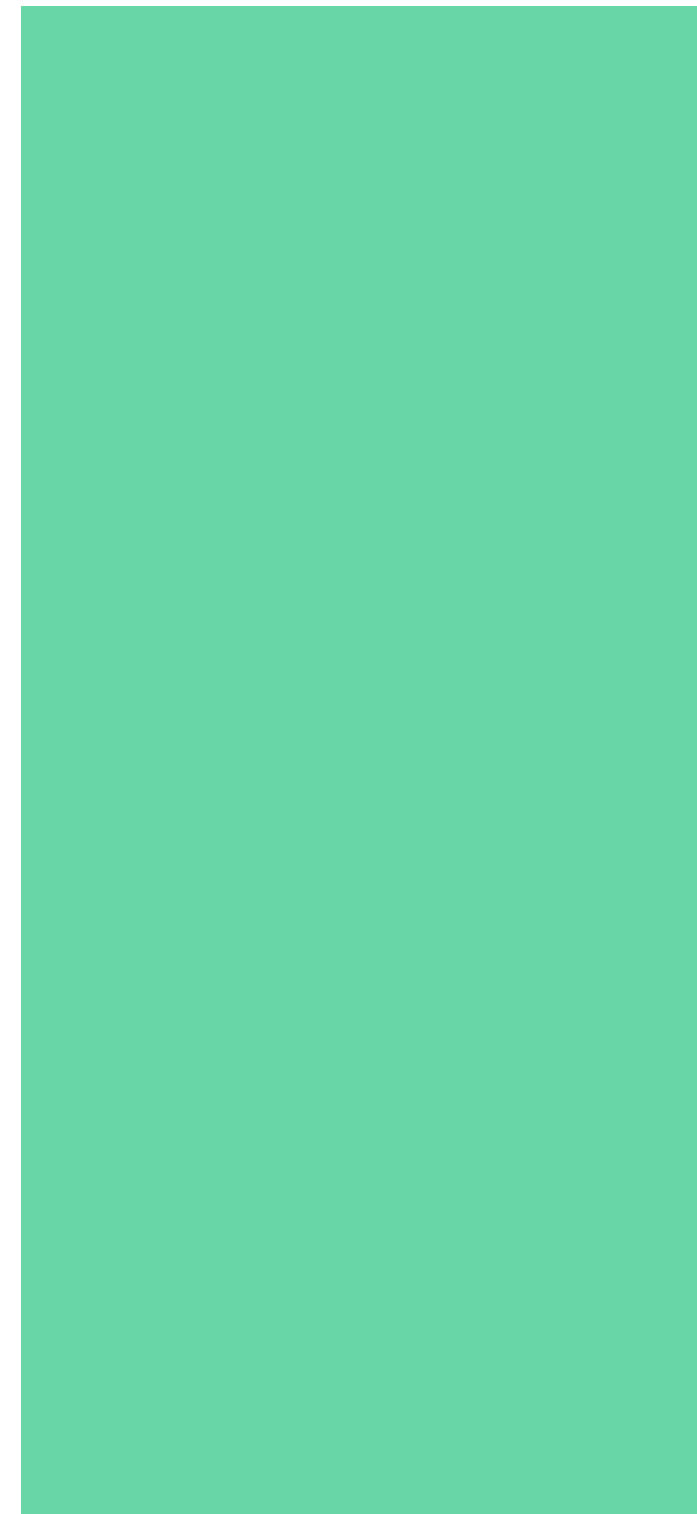
Tell the **truth.**

Be **accountable.**

Persevere through **adversity.**



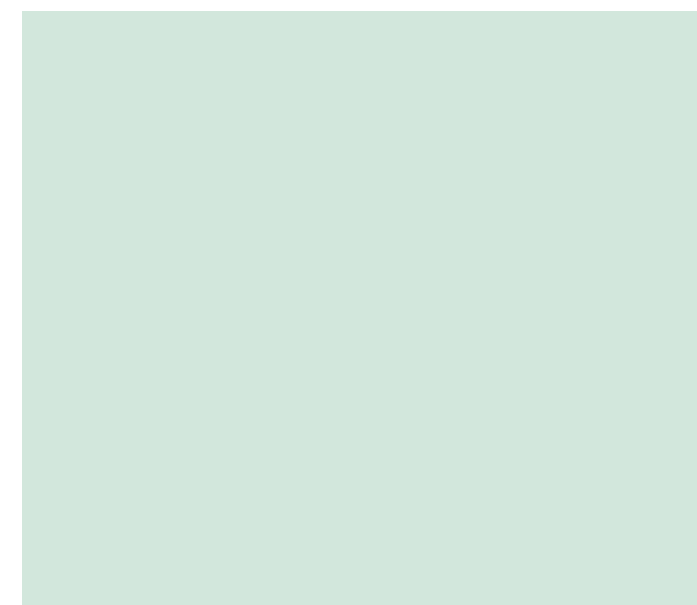
Typography & Color.



Lucky Green.
#69D6A7



Suave.
#6EC3EE



Clover.
#D2E7DC



Royal.
#274C77



Space Cadet.
#363457



Jungle Book.
#1E2019

Heading 1.
Apercu Pro. Bold.

Sub Head. Apercu Pro. Medium.

Paragraph. Apercu Pro. Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse placerat hendrerit risus eu fermentum. Suspendisse potenti. Aenean eros est, posuere molestie dictum facilisis, ornare eu ex. Curabitur ullamcorper sem ut arcu dignissim vulputate. Nulla dapibus risus non ex aliquet, quis interdum quam vulputate. Quisque tempor nibh non dolor varius sodales. Donec eget lectus ut quam sollicitudin eleifend rutrum et nulla.

GTM Strategy.

To preserve ***Glossier.***'s customer-devoted values, ***Dappier.*** will:

1. Promote products on social media platforms.
2. Create the ***Dap Me Up*** blog (similarly to ***Into the Gloss***).
3. Partner with organizations and influencers.

Social media is essential for **Dappier.** to stay connected with consumers.

Not only is it a space where we can **directly communicate** with customers, but also a way for us to find out their likes and dislikes.

Online Media.



- Product pushes
- Interact with customers (repost/commenting)
- Brand hastags (#Dappier, #DapMeUp, #LuckyGreen)



- Product pushes
- Redirect users to website and **Dap Me Up**



- Keywords (**Dappier.**, skincare for men, **Dap Me Up**, etc.)
- SEO/SEM
- Ad driven



- Smaller male audience so a space for women to share with male friends
- Clean board themes



- Retweet when mentioned
- Announce brand news
- Brand hashtags



- Skincare routines
- Product tutorials
- Collaborations with celebrities



Shopping Bag (0)

Hyperlink to *Dappier.* store

Dap Me Up

Interviews

Skincare

Reviews

PURPOSE

This “brother” blog is dedicated to destigmatize cosmetics for men. It’s focused on telling stories from real-genuine customers as well as industry professionals.

The Latest

GUIDE

“How-To”s teach new customers about our products.

Saturdays Are For The Boys

This is an example of a column written by male dermatologists to share their weekly thoughts on male skincare.

There can be many different types op-ed columns from customers, celebrities and professionals.

Influencer Strategy.

Although we prioritize transparency with customers, it's imperative to have ambassadors, who align with our brand philosophy, to appeal to a male audience.

Here are some possible faces of ***Dappier.***:



Meet Chris.

- Sustainability activist
- Family man
- Appeals to 15-25 yr olds



Meet Dwyane.

- Supports LGBTQ+ rights
- 3x NBA Champion
- Appeals to 15-25 yr olds



Meet The Rock.

- 212M+ followers on IG
- Fitness/Health icon
- Appeals to 25-35 yr olds



Meet G-Dragon.

- Top Asian celebrity
- Chanel/Nike ambassador
- Appeals to 20-35 yr olds